

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claim

Claims 1-2 (canceled).

1 Claim 3 (currently amended): ~~The method of Claim 1 further~~  
2 ~~comprising the steps of:~~ A method for dynamically providing  
3 a visual representation of a customizable advertisement  
4 within the context of a browser program running on a client  
5 computer comprising the steps of:

6 (a) downloading a Web page file from a Web server,  
7 the Web page file including at least one  
8 advertising fragment;

9 (b) locating an advertising applet program on an  
10 applet server using the advertising fragment, the  
11 advertising applet program containing program  
12 logic specifying how to construct the  
13 customizable advertisement;

14 (c) running the advertising applet program within the  
15 context of the browser program at the client  
16 computer to execute the program logic to  
17 construct the visual representation of the  
18 customizable advertisement;

19 (d) determining run time specific information for  
20 constructing the customizable advertisement; and

21 (e) using the run time specific information as input

22           to the advertising applet program when  
23           constructing the visual representation of the  
24           customizable advertisement.

1    Claim 4 (original): The method of Claim 3 wherein run time  
2    specific information is obtained from reading a Web browser  
3    cookie file.

1    Claim 5 (original): The method of Claim 3 wherein the run  
2    time specific information is obtained from reading a  
3    computer specific identifier from the client computer.

Claims 6-11 (canceled).

1    Claim 12 (currently amended): ~~The apparatus method of Claim~~  
2    ~~10 further comprising:~~ An apparatus for dynamically  
3    providing a Web page with a user specific advertisement  
4    banner on a client computer display comprising:  
5       a Web browser requesting a Web page stored on a Web  
6    server containing an advertising fragment;  
7       a reference to an advertising applet program on an  
8    applet server obtained using the advertising fragment;  
9       the advertising applet program constructing the  
10   advertisement banner on the client computer for display in  
11   the Web browser;  
12       run time specific information for constructing the  
13   customizable advertisement; and  
14       where the advertising applet program uses the run time  
15   specific information as input when constructing the  
16   advertisement banner.

1 Claim 13 (original): The apparatus of Claim 12 wherein user  
2 specific information is obtained from reading a Web browser  
3 cookie file.

1 Claim 14 (original): The apparatus of Claim 12 wherein the  
2 user specific information is obtained from reading a  
3 computer specific identifier from the client computer.

Claims 15-20 (canceled).

1 Claim 21 (currently amended): ~~The computer program product~~  
2 ~~of Claim 19 further comprising instructions to:~~ A computer  
3 program product comprising:

4 a computer usable medium comprising:

5 a set of computer program instructions  
6 embodied on the computer usable medium,  
7 including instructions to:

8 download a Web page file from a Web server, the  
9 Web page file including at least one advertising  
10 fragment;

11 locate an advertising applet program on an applet  
12 server using the advertising fragment, the advertising  
13 applet program containing program logic specifying how  
14 to construct the customizable advertisement;

15 run the advertising applet program within the  
16 context of the browser program at the client computer  
17 to execute the program logic to construct the visual  
18 representation of the customizable advertisement;

19 determine run time specific information for  
20 constructing the customizable advertisement; and

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21                use the run time specific information as input to  
22                the advertising applet program when constructing the  
23                visual representation of the customizable  
24                advertisement.